Informational interviews

* Do you spend a lot of time walking in the city?
  + - about how much? Daily? Hourly?
* Do you live in the city or commute here for work, school, etc.?
* Do you notice a lot of gum covering the sidewalks?
  + - If yes, do you try to avoid stepping on it?
* Have you ever had gum stuck on the bottom of your shoe?
  + - Was it from walking in the city?
    - How frequently does this happen?
* How did you remove the gum?
  + - or did you leave it there or dispose of the shoe?
* Was it easy or time consuming to remove it?
* What would you prefer it to be like: gum not stick to shoes at all or there not be any gum on the sidewalks in the first place? Anything else?
* Do you know if there is anything being done to prevent gum from being disposed on the ground?
  + - how about from sticking to shoes?
    - do you think those products or processes are effective?
* What if there was a product to apply to the bottom of the shoe to prevent gum from sticking?
  + - do you think it would be worth your money and interest?
    - do you know of any existing similar products like that?